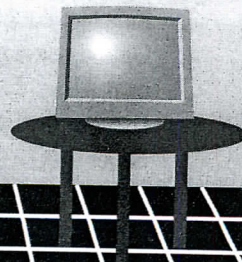
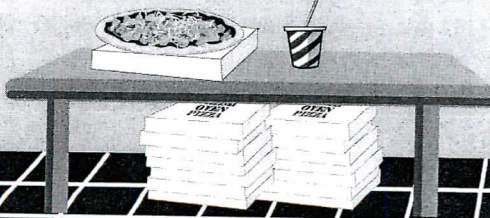
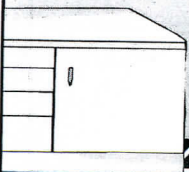
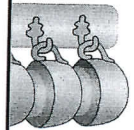


# Part 3: Design the Frillio's Pizza Place Mat

Approximate Completion Time: 2-4 hours



## Design the Frillio's Pizza Place Mat



### TASK AND PURPOSE:

To design and create a paper place mat that will be used by Frillio's Pizza's restaurant patrons—especially children. In keeping with the spirit and atmosphere of a family-style pizzeria, Mr. Frillio would like you to design place mats that will help keep young children entertained while they wait for their food.

### OPTIONAL MATERIALS SUGGESTED:

Colored paper.

### GETTING TO KNOW WHAT YOU'RE DESIGNING:

In addition to providing a protective table mat for dishes and flatware, place mats also offer restaurants additional opportunities: a chance to advertise food specials, communicate messages, and entertain children while they wait for their food.

### STRATEGIES AND DESIGN TIPS TO CONSIDER BEFORE CREATING YOUR PLACE MAT:

1. Consider using one or more of the following list of kid's activities on your place mat:
  - A pizza word scramble
  - A word search using pizza restaurant-related terms such as soda, sauce, toppings, etc.
  - Instructions asking the children to draw a picture of an object such as a pizza, an animal, or any other kid-friendly object
  - A maze
  - A picture to color
  - A fill in the blanks activity
  - A word match using pizza and restaurant-related words
  - A list of fun facts about pizza
2. Keep the design of the place mat simple. Remember, your audience for the place mat is children.
3. Kids like variety. Experiment with the use of "fun" typefaces (fonts) and styles.
4. Obtain some samples of real place mats and analyze them to help you design your own.
5. Use the document planning sheet to sketch a thumbnail design of your place mat on paper first.



## Part 3 Continued - Place Mat



### CONTENT AND INFORMATION TO INCLUDE ON YOUR PLACE MAT:

1. Create a fun and easy-to-read title for the place mat. Keep the headline simple; remember, the audience of the place mat is young children.
2. Use your imagination to create several appropriate activities that children can play such as a word search, a maze, or a picture to color.
3. Add appropriate graphic images that help make the place mat fun and appealing to children.
4. Add some kid-humor to the place mat by adding the following one-line jokes:

Q: How do you fix a broken pizza?

A: With tomato paste.

Q: What do you call a person who can drink soda and sing at the same time?

A: A pop singer!

Q: What do you have when you eat four pieces of cake and six pieces of pizza, all in one meal?

A: A tummy ache!

Q: What does an aardvark like on its pizza?

A: Ant-chovies.

Once a scrambled egg walked into Frillio's Pizza. He asked the waiter if he could have something to drink. The waiter said "Sorry, we don't serve breakfast."

5. Include instructions for the children that explain how to complete each activity you have included on your place mat. For example, if you include a maze, clearly mark the start and the end points of the maze.
6. Include the Frillio's Pizza logo on the place mat.
7. Include the following contact information in a visible area on the place mat:

Address: 111 Pepperoni Drive, Saucy, CA 92888

Phone: 1-888-FRILLIO

Web site: <http://www.frilliospizza.com>

8. Place the text "We Deliver Every Day and Night of the Week" near the bottom center of the place mat.



## Part 3 Continued - Place Mat

9. Include the Frillio's Pizza hours of operation which are:

Mon - Thurs 11 am - 9 pm

Fri, Sat, & Sun 11 am - 10 pm

10. Place your name, the document title, and "Part 3" on the place mat.

**Save the document as:** Part 3 Place Mat

### Optional Design-Defense Memo:

Type a letter of memorandum addressed to Joe Frillio explaining your design, placement, font selections, layout scheme, and choice of graphic image(s). Attach this memo to your final document.

## PLACE MAT PAGE SETUP INSTRUCTIONS:

- # of pages:** 1  
**Dimensions:** 11 x 8.5 inches  
**Margins:** .25 inches on all sides  
**Orientation:** Landscape (Wide)  
**Other:** Place the contents of your place mat within a 10.5 inch wide x 8 inch tall border.

